

In the Specification:

Please amend the title of the specification as follows:

CONTINUATION IN PART

~~CARDS AND RELATED SERVICES PROVIDED BY CREDIT CARD ENTITIES THAT USE NON-METALLIC SYMBOLIC COLORS TO TARGET SPECIFIC DEMOGRAPHIC GROUPS~~

A SYSTEM AND METHOD FOR PROMOTER ADVERTIZING USING PROMOTER CODED
ADVERTIZEMENTS AS PART OF ACCOUNT SIGN UP FOR PRODUCT OR SERVICE BY
OFFERING ENTITY